

Message Text

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 NEAE-00 CIAE-00 DODE-00
PM-05 H-01 INR-07 L-03 NSAE-00 NSC-05 PA-01
PRS-01 SP-02 SS-15 USIA-06 /069 W
-----108898 051207Z /47

P R 051100Z AUG 77
FM AMEMBASSY TEL AVIV
TO SECSTATE WASHDC PRIORITY 7607
AMEMBASSY AMMAN PRIORITY
USDEL TAIF
INFO AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMEMBASSY JIDDA
AMEMBASSY LONDON
AMCONSUL JERUSALEM

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AMMAN FOR SECRETARY'S PARTY

E.O. 11652: N/A
TAGS: PINT, IS
SUBJECT: PORI POLL GIVES BEGIN HIGH RATING

1. BEGIN UNCLASSIFIED: ACCORDING TO A PORI POLL PUBLISHED
IN THE AUGUST 4 HAARETZ, 61.2 PERCENT OF THE ISRAELI
PUBLIC BELIEVE MENAHEM BEGIN IS A GOOD PRIME MINISTER;
13.5 PERCENT THINK HE IS FAIR AND ONLY 4.6 PERCENT
CONSIDER HIM POOR. TWENTY POINT SEVEN PERCENT OF THE
SAMPLING, WHICH EXCLUDED ISRAELI ARABS, FELT THAT IT IS
TOO EARLY TO PASS JUDGMENT.

2. THE POLL WAS TAKEN DURING THE LAST WEEK OF JULY ON
THE HEELS OF BEGIN'S U.S. VISIT AND NO DOUBT REFLECTS
THE ELATION GENERATED HERE BY BEGIN'S TOUR. THE SAME
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POLL INDICATED THAT 70.2 PERCENT THOUGHT HIS VISIT
HAD BEEN A SUCCESS; 12.6 PERCENT BELIEVED IT WAS
"MORE OR LESS"SUCCESSFUL; A MERE 1.7 PERCENT
CONSIDERED IT A FAILURE; AND 15.5 PERCENT ANSWERED
IT WAS TOO EARLY TO TELL.

3. PORI DIRECTOR RAPHAEL GIL STATED IN THE ARTICLE

THAT "A POPULARITY OF OVER 60 PERCENT IS RELATIVELY HIGH FOR PRIME MINISTERS IN THIS COUNTRY. RABIN ACHIEVED SUCH A HIGH PERCENTAGE ON ONLY TWO OCCASIONS: IN SEPTEMBER 1974 AND IN JULY 1975. GOLDA MEIR ACHIEVED AN EVEN HIGHER PERCENTAGE, BUT ONLY ONCE--BEFORE THE YOM KIPPUR WAR." END UNCLASSIFIED

4. BEGIN LIMITED OFFICIAL USE. COMMENT: THE POLL CONFIRMS THE GENERAL FEELING THAT BEGIN'S POPULARITY HAS INCREASED SINCE TAKING OFFICE AND THAT HE PROJECTS TO THE AVERAGE ISRAELI STRONG, PURPOSEFUL AND, FOR THE MOMENT AT LEAST, EFFECTIVE LEADERSHIP QUALITIES THAT MOST ISRAELIS SAW LACKING IN THE PREVIOUS ADMINISTRATION. ALTHOUGH THE 61.2 FIGURE SHOULD NOT BE TAKEN AS AN ACCURATE MEASURE OF WHAT THE LIKUD WOULD RECEIVE IF AN ELECTION WERE HELD TODAY OR EVEN WHAT THE COMBINED TOTAL OF THE COALITION PARTIES WOULD BE, OBSERVERS AGREE THAT THE LIKUD WOULD GAIN SIGNIFICANTLY. AWARE OF HIS POPULARITY AND APPARENTLY THRIVING ON HIS CONTINUING HEAVY SCHEDULE OF WORK, BEGIN APPEARS FIT, BOUYANT AND IN FULL CONTROL. HE WAS IN PARTICULARLY HIGH SPIRITS ADDRESSING THE KNESSET ON AUGUST2 (THE DEBATE WAS ON HIS CONTROVERSIAL PROPOSAL TO HOLD A MILITARY PARADE FOR ISRAEL'S LIMITED OFFICIAL USE

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30TH ANNIVERSARY), DEFTLY PARRYING QUESTIONS FROM THE FLOOR AND GENERATING AN AIR OF GOOD HUMOR WITH HIS LIGHT SARCASM AND GOOD NATURE BARBS. END LIMITED OFFICIAL USE. LEWIS

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NNN

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